

From: Brian Bird <bhbird@ucdavis.edu>
To: Jonna Mazet <[REDACTED]>; David J Wolking <djwolking@ucdavis.edu>; Leilani Francisco <francisco@ecohealthalliance.org>; William B. Karesh, D.V.M <karesh@ecohealthalliance.org>; Peter Daszak <daszak@ecohealthalliance.org>; Christine Kreuder Johnson <ckjohnson@ucdavis.edu>; Tracey Goldstein <tgoldstein@ucdavis.edu>; Emily Hagan <hagan@ecohealthalliance.org>
CC: Brooke Genovese <bgenovese@ucdavis.edu>
Sent: 10/6/2017 9:42:00 AM
Subject: Initial feedback from Breakthrough Action team on our SL comms materials

Hey guys,

I've spend the past week or so with the BTA folks. They really pitched in and changed their work schedule around so that they could work closely with our two-behavior staff (Marilyn and Sylvester) that we have in SL, and with the communications booklet. I think they preferred to be with us actually working rather than sitting in meetings all week.

In short, they managed to spend about a whole day talking through the slides and getting feedback from the team about what might work best, which slides made sense, how to optimize them etc.

Then the next day, we set up a community meeting with a few key individuals (elders, youths, paramount chief etc) in the village near University of Makeni and they did some pre- and post-testing of the slide booklet with our behavior team and ministry community liaisons. They got lots of great feedback from the community members.

Today, we met back up at the Embassy and had an out-brief with them. They supplied the attached written summary of their impressions and questions to think about on the way forward. We had a great discussion, but I stressed to them that this is really their wheel-house, we aren't the communications folks, and that they should really be leading how to refine these communications materials, with us providing the technical info, and using our behavior team folks as the preliminary test case messengers.

Interestingly, they and the Mission reps agreed that we should just abandon for now the "Bat-proofing" slides and just focus on the overall benefits of bats and to broaden the hygiene messages out to include other animals etc. We could add in the "bat mitigation" stuff later in a separate module. That surprised me a bit as I really thought that was a central point to the whole activity... but hey, what do I know...

They have a lot of comments on the attached sheet. We talked through them all and I have lots of notes. It might be good to have a call to discuss this and my impression of them, and how we might proceed together in rolling out these and refining them over the coming year. The BTA team is very helpful, but it will be probably 8 months to a year before they are actively engaged in actually delivering any of these messages or other stuff that they are interested in doing. So, as we thought, it will be up to us to utilize the communications tools we are developing.

The attached flip book slides are the ones identified by the team and the community as the most important ones that they saw in the slide deck. There are some hand-written comments on them as well.

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